

Effective 5/12/2015

Superseded 5/10/2016

72-7-504 Advertising prohibited near interstate or primary system -- Exceptions -- Logo advertising -- Department rules.

- (1) As used in this section, "specific service trailblazer sign" means a guide sign that provides users with business identification or directional information for services and eligible activities that are advertised on a logo advertising sign authorized under Subsection (3)(a)(i).
- (2) Outdoor advertising that is capable of being read or comprehended from any place on the main-traveled way of an interstate or primary system may not be erected or maintained, except:
 - (a) directional and other official signs and notices authorized or required by law, including signs and notices pertaining to natural wonders and scenic and historic attractions, informational or directional signs regarding utility service, emergency telephone signs, buried or underground utility markers, and above ground utility closure signs;
 - (b) signs advertising the sale or lease of property upon which they are located;
 - (c) signs advertising activities conducted on the property where they are located, including signs on the premises of a public assembly facility as provided in Section 72-7-504.5;
 - (d) signs located in a commercial or industrial zone;
 - (e) signs located in unzoned industrial or commercial areas as determined from actual land uses; and
 - (f) logo advertising under Subsection (3).
- (3)
 - (a) The department may itself or by contract erect, administer, and maintain informational signs:
 - (i) on the main-traveled way of an interstate or primary system, as it existed on June 1, 1991, specific service signs for the display of logo advertising and information of interest, excluding specific service trailblazer signs as defined in rules adopted in accordance with Section 41-6a-301, to the traveling public if:
 - (A) the department complies with Title 63G, Chapter 6a, Utah Procurement Code, in the lease or other contract agreement with a private party for the sign or sign space; and
 - (B) the private party for the lease of the sign or sign space pays an amount set by the department to be paid to the department or the party under contract with the department under this Subsection (3); and
 - (ii) only on rural conventional roads as defined in rules adopted in accordance with Section 41-6a-301 in a county of the fourth, fifth, or sixth class for tourist-oriented directional signs that display logo advertising and information of interest to the traveling public if:
 - (A) the department complies with Title 63G, Chapter 6a, Utah Procurement Code, in the lease or other contract agreement with a private party for the tourist-oriented directional sign or sign space; and
 - (B) the private party for the lease of the sign or sign space pays an amount set by the department to be paid to the department or the party under contract with the department under this Subsection (3).
 - (b) The amount shall be sufficient to cover the costs of erecting, administering, and maintaining the signs or sign spaces.
 - (c)
 - (i) Any sign erected pursuant to this Subsection (3) which was existing as of March 1, 2015, shall be permitted as if it were in compliance with this Subsection (3).
 - (ii) A noncompliant sign shall only be permitted for the contract period of the advertising contract.
 - (iii) A new advertising contract may not be issued for a noncompliant sign.

- (d) The department may consult the Governor's Office of Economic Development in carrying out this Subsection (3).
- (4)
 - (a) Revenue generated under Subsection (3) shall be:
 - (i) applied first to cover department costs under Subsection (3); and
 - (ii) deposited in the Transportation Fund.
 - (b) Revenue in excess of costs under Subsection (3)(a) shall be deposited in the General Fund as a dedicated credit for use by the Governor's Office of Economic Development no later than the following fiscal year.
- (5) Outdoor advertising under Subsections (2)(a), (d), (e), and (f) shall conform to the rules made by the department under Sections 72-7-506 and 72-7-507.